

Simone Janson (ed.)

LIVE & WORK SUSTAINABLY



Environmentally conscious leadership &
communication, design the office ecologically,
optimize work-processes naturally &
implement green business ideas

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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Your Benefit in concrete Terms: Content, Organization and Structure of the Book

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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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TALK | business ethics Professor Dr. Josef Wieland: “Ethical investments are important, only the 'how' is not yet clear!”

// By Jan Thomas Otte

Josef Wieland is Professor for Business Administration at the University of Applied Sciences Konstanz. Specializing in business ethics, morality is the business card of every company. Especially in the banking sector. In an interview he explains why sustainability should not just be grafted on!

Josef Wieland is best known for the concept of governance ethics he developed, which ties in with Niklas Luhmann's systems theory and the approach of new institutional economics with regard to transaction costs. Wieland initially trained as an industrial clerk and then worked in industry for ten years. He studied economics and philosophy at the University of Wuppertal. After graduating in 1985 with a degree in economics, Wieland worked until 1990 at Bernd Biervert's “Market and Consumption” chair in Wuppertal, where he received his doctorate summa cum laude in 1988 with his thesis “The discovery of economics”. From 1990 to 1995 Wieland was head of the business ethics research center at the Westphalian Wilhelms University in Münster. In 1995 he qualified as a professor in economics at the University of Witten / Herdecke on “Economic Organization, Allocation and Status”. Wieland has been teaching at the Konstanz University of Applied Sciences since 1995.

Mr. Professor Dr. Wieland, can ethical investments (re) establish something like justice?

The idea is good and correct. Only the "how" is not really clear. Investing in ethically sound stocks and funds is only a fraction of the market volume worldwide and especially in Germany. So far a limited thing.

“The banks are about branding the good”

Why are banks involved in ethical investments?

I suspect that it is often about the topic of the reputation of the banks and the financial markets, a "branding" of the good, especially in the face of the crisis. The banks are measured by the customer by their products, not by their mission statements.

This applies globally and regionally. Which funds are invested in? What about energy and water? Are there loans for socially weak people? How is table

movement supported? That's what society wants to see. Until then, social investments remain a communication strategy.

“Banks are often too passive”

Let's stick to a concept. What does sustainability mean to you?

At any rate more than the continuity of business. This would be only the part of the economy, one-sided without the ecological and social component. It is about the provision of social prosperity. Banks are the backbone of our society, and they are often too passive.

Some institutes are already boldly engaged today, the savings banks and cooperative banks with their regional promotion contract. But we should pay more attention to the development of sustainability before our own doorstep.